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SEPTEMBER 14 1968/VOLUME 94/No. 11 P. 251-274

SCIENCE NEWS

letter from Tokyo:
new science law
asymmetry in nature



Waterfowl
in Trouble

are you ready to own a business of your own...

**WITH A MONTHLY
PROFIT POTENTIAL
OF MORE THAN \$3,000?**



WOULD YOU BE INTERESTED IN SUCH A BUSINESS, RIGHT NOW, IF YOU COULD BE CERTAIN OF SUCCESS BEFORE RESIGNING YOUR PRESENT POSITION?

Are you ready, right now, for the joys of independence and the many benefits you can enjoy as the owner of your own business? Do you want a business offering rapid growth with built-in repeat profits? Would you consider giving up your job and your present pay check if you could prove beforehand—in spare time—that your weekly or monthly profits could pay you two, three, and even four times as much in cash? Would you like to learn more about a business you can own outright in which you make profits not only on your own efforts, but many times more from the work of others?

It is such a business that we invite ambitious men to consider. With a spectacular record of response in many areas of the United States, our corporation is now ready to appoint Pathway Plan Sales Coordinators in a limited number of additional marketing areas. If you have a thirst to enjoy independence in a business of your own; if you can invest a modest amount in establishing a business with an almost limitless future, you may be eligible to take advantage of this rare opportunity—"rare" because once an area has been assigned it is unlikely that it ever will be available again.

Our success and the success of our Coordinators has been built on two things—Product and Plan. Both are unique.

In describing just one of our products, a highly regarded marketing consultant said:

"Seldom have I had a product submitted which so perfectly meets all the prime requirements for instant acceptance by the public, tremendous volume, and sustained and growing repeat business. The fact that Haste® is needed in every household gives you a universal market. The fact that the housewife can, for less than \$3.00, get the equivalent of approximately \$30 worth of all the cleaning compounds she is now buying in the super-market makes her an eager customer. The fact that this product accomplishes cleaning chores beyond the scope of most products makes it extra desirable. And, finally, the fact that it is used up and re-ordered month after month gives it a growth potential found in only a few other non-food products."

That description fits one of a group of products offered under the Pathway Plan. All the other products are equally unique, and all are the result of modern technological advances in the research laboratory.

All the products provide such sensational demonstrations that the housewife who witnesses their action cannot resist buying. And, as with all extraordinary products, the woman who first uses Haste® can't wait to tell her friends of her "discovery."

The second factor which makes possible a profit potential in excess of \$3,000 a month is the Pathway Plan. No Pathway product is available in any retail store. All Pathway products are delivered to the home by individuals working under you who have regular routes to cover. As a Sales Coordinator in your area, you may have from five to as many as 30 such persons distributing the products they must obtain from you. The number working for you will be controlled to some extent by the number of households in your territory.

The men or women who may be appointed in the new areas now to be opened will receive complete training in the operation of their businesses. They will be shown how to hire and train others. Our Executive Staff will spend the time necessary to launch each Coordinator on the road to success, and will be available for help in promoting the rapid expansion of each business.

The Pathway Plan incorporates many of the advantages usually available only under a costly franchise. The profit potential is so great that you might expect to pay as much as \$10,000 in franchise fees or a continuing percentage of your profits. However, there is no franchise fee and there is no percentage to pay. You keep all the profits. Your total investment is protected by a physical inventory of products which have a resale value in excess of \$5,000. Your total investment is \$3,950, but for persons who are acceptable to the company, we will finance most of the cost, bringing the cash requirement to one any family can afford. This covers all materials, all training, and all direction and help from our home office staff.

The Pathway Plan is not one for dreamers or for those who expect success without effort. To derive the greatest profits from this Plan and Product requires the time, effort and enthusiasm of capable men (or women) who can follow the

clearly charted and proven methods developed by the parent company. If you have had some sales experience, it will count in your favor, but it is not essential to success. If you have had some experience in business management, it will be helpful, but, again, it is not necessary. The prime requirements that we look for in a Pathway Coordinator are enthusiasm and willingness to put forth the effort upon which every success is based. Not all those who apply will meet the requirements of our executive screening committee, but if you have the determination to be master of your own destiny and personally and financially independent, you will want to investigate the Pathway Plan.

We will be glad to mail complete information to anyone who has a belief in himself. All information will be mailed entirely free and postage paid. No salesman will call to influence your decision.

After learning details of the Pathway Plan, if you are then interested in one of the areas now available, we will arrange for a personal interview in which we will disclose every facet of the Plan and acquaint you with the spectacular characteristics of Pathway products. Based upon what you learn, you will then decide whether or not you wish to apply for appointment as a Pathway Sales Coordinator.

Asking for this information does not put you under the slightest obligation. But, we make one request. If you do not have a strong desire to be the sole owner of a profitable business of your own; if you do not have the funds necessary to invest a modest amount in your future, don't waste your postage.

To get complete information by mail, it is only necessary to fill in and mail the "Request for Information" printed below. But, do not delay as the towns in which we will establish Coordinators will be closed up within the next few weeks.

PATHWAY PRODUCTS CORPORATION



60 Pompton Ave., Dept. 8-959
Verona, New Jersey 07044

REQUEST FOR INFORMATION

Gentlemen: I am interested in receiving further information about your Pathway Plan of Marketing and Pathway products. Please mail facts to me, postage prepaid. It is understood that no salesman will call on me. After reading the facts I will let you know whether I am interested in discussing the potential in my territory with a company executive.

If I decide to apply for appointment as a Sales Coordinator, I can make a modest investment. If I do apply, I will want to be considered for:

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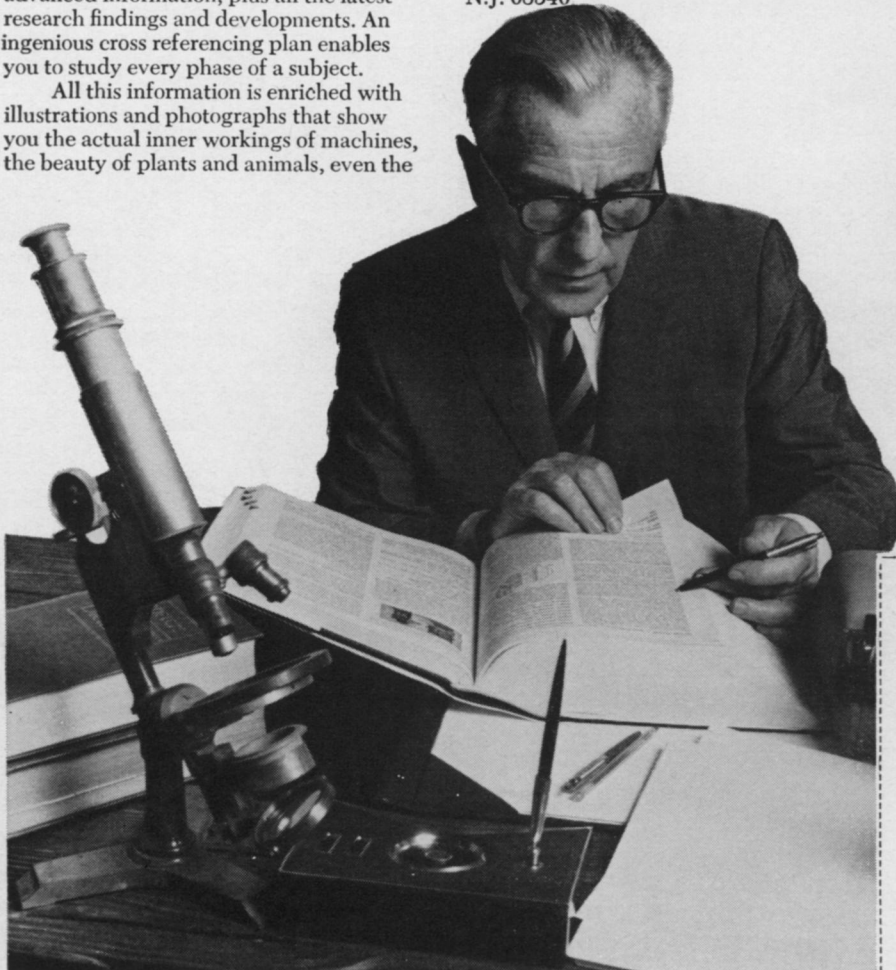
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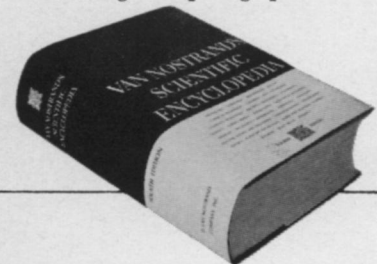
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Wildfowl such as these silhouetted Canada geese are growing scarcer because of continued drying up of nesting areas in the North Central United States and Canada. Even strict bag limits may not help much. p. 269 (Photo: Rex Gary Schmidt, Fish and Wildlife Service)

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